

MOBILE

## Jean Paul Gaultier exhibit gets expanded audience through mobile app

May 21, 2014



*Runway look featured in the Barbican Centre's Jean Paul Gaultier app*

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By SARAH JONES

London's Barbican Centre, the current host of the traveling exhibit on French couturier Jean Paul Gaultier's career, has created a mobile application to accompany the retrospective.

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**Luxury Daily**

The museum claims the app is the first to chart the designer's work and life, bringing the information contained in the exhibit to a digital space. Since Jean Paul Gaultier's Web site does not delve into its eponymous founder's history, this app will likely act as a standalone to educate loyalists on the heritage of the brand.

"Jean Paul Gaultier is one of the most innovative and most exciting fashion designers," said Bill Aurnhammer, CEO of [Aurnhammer](#), New York.

"Its Web site is designed with his personality and style," he said. "The app fills Gaultier's life story behind his fashion world, completing the presentation of an iconic brand."

Mr. Aurnhammer is not affiliated with Jean Paul Gaultier but agreed to comment as an

industry expert.

**Jean Paul Gaultier** did not respond by press deadline.

Looking back

After a stint in Stockholm, The Brooklyn Museum in New York was the latest host of the first international exhibition of French haute couture and ready-to-wear fashion designer Jean Paul Gaultier Oct. 25 through Feb. 23 that demonstrates the many inspirations that gird a luxury brand.



*Dress on display as part of "The Fashion World of Jean Paul Gaultier"*

"The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk" multimedia exhibition traces the designer's rise and showcases approximately 140 haute couture and prêt-à-porter ensembles. The vast collection of avant-garde works explore the impact that Mr. Gaultier has had on the world of fashion and beyond ([see story](#)).

The exhibition was organized by the Montreal Museum of Fine Arts in collaboration with Maison Jean Paul Gaultier, Paris.

The Barbican opened its leg of the tour on April 9 and the exhibit will be on display in London until Aug. 25. The app was released at the same time.



*Promotional image for the Barbican's Jean Paul Gaultier app*

When the app opens, the viewer is greeted by an animated Jean Paul Gaultier as a video automatically plays. After the video, the consumer is instructed on how to navigate the app, which relies on swiping motions to move between content.



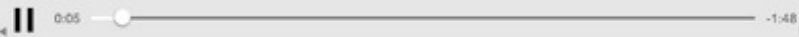
*Video still of Jean Paul Gaultier*

Chapters cover topics like “Sailors,” which explores the house’s penchant for Breton striped tops. After reading text explaining the appearance of a theme within the designer’s work, an audio player appears, with insights from friends of Mr. Gaultier and museum curators and experts.

sailors



Exhibition Curator Thierry-Maxime Loiro, explores the childhood origins of Gaultier's passion for his iconic sailor stripe.



*Screen shot of the Barbican's Jean Paul Gaultier app*

While listening to the speaker, consumers can flip through a slideshow of images demonstrating the trend. At the end a button appears to navigate to the next chapter, or consumers can swipe up to continue exploring the app.

Other themes covered include the launch of the label's couture house in 1997, the importance of London to the designer, his muses, including Gossip front woman Beth Ditto, his childhood teddy bear and the infamous corset that became iconic with the brand.



*Screen shot of the Barbican's Jean Paul Gaultier app*

To appeal to a wider audience than London residents, the Barbican kept most of the content in the app focused on Jean Paul Gaultier. A menu that only appears when clicked gives information about buying tickets and visiting the museum, along with a listing of events tied to the exhibit.

The Barbican's app can be downloaded for free [here](#).

### Mobile museum

Adding a mobile application experience to a museum exhibit can add to the user experience on-site and also expand the audience for the topic, as those who cannot visit in person view the content from their device wherever they are.

For instance, French jeweler Van Cleef & Arpels is enhancing the physical experience of its museum exhibit, "A Quest for Beauty: The Art of Van Cleef & Arpels," Oct. 27-Feb. 15 at the Bowers Museum in Santa Ana, CA, with a mobile audio application.

Van Cleef & Arpels' "A Quest for Beauty" mobile app acts as a curated tour that is designed to guide enthusiasts through the exhibit. Unlike traditional museum plaques, the app aims to engage enthusiasts on more levels and will allow consumers unable to attend in person to still learn about Van Cleef & Arpels' designs ([see story](#)).

French fashion label Chanel continued multichannel efforts for its Little Black Jacket campaign with the installation of an e-exhibition of 113 black-and-white photos to hype a new photo book.

Chanel creative director Karl Lagerfeld photographed a selection of actors, artists, singers and other personalities dressed in their respective interpretations of Chanel's iconic jacket, which will be presented in "The Little Black Jacket: Chanel's classic revisited by Karl Lagerfeld and Carine Roitfeld." The campaign is leading up to the release of the book in fall 2012 and also includes a physical exhibit in Tokyo, behind-the-scenes video footage of the photoshoots and promotion via social media ([see story](#)).

Not just for London, this app will likely expand the global presence of the exhibit beyond the cities it will travel to.

"The app is a multimedia guide that includes audio, video and photography," Mr. Aurnhammer said. "It enables viewers to enjoy the exhibition with ultimate freedom.

"Now the viewers are no longer restrained within the gallery, and they can explore Gaultier's creation before, during and after their visit, wherever they are," he said.

"At the museum, viewers are encouraged to use Gaultier app to share their experience by taking photos and uploading to Facebook and Twitter using hashtag #JPGBarbican. But the app doesn't lose its value when users leave the exhibition.

"With comprehensive information of Jean Paul Gaultier's design and life, it offers Gaultier fans a full experience of the brand history that goes beyond the exhibition."

#### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/NfyrJn1Yp6E](http://www.youtube.com/embed/NfyrJn1Yp6E)

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